



PACIFIC CONSERVATORY THEATRE

## Job Description

**Position:** Social Media Manager  
**Department:** Marketing  
**Reports to:** Marketing Director

The Social Media Manager (a full-time hourly position), organizes and executes PCPA's social communications strategy across multiple online channels, including social media, PCPA's App, and blogs under the direction and supervision of PCPA's Marketing Director. Primary responsibilities for this position include the creation, development and maintenance of social media content and other digital/web-based communication; photo, video, audio and written communications; channel optimization (both real-time and long-term); brand voice and consistency; use of analytics to track trends and form/enact strategic response; and audience development.

As the "eyes and ears" of PCPA's social media presence, the position collaborates with other PCPA departments, media content producers, and key fans, to promote an ongoing, two-way, brand conversation; assists in both institutional and sales-focused social media strategy; and supports occasional evening and weekend special events such as opening nights and community engagement activities.

PCPA values excellence and professionalism in all aspects of its company and public life. Integral to this position is the demonstration of practical initiative; respectful, courteous and cooperative relationships; affirmative, efficient and ethical working practices. Successful PCPA employees derive deep personal fulfillment from the exemplary completion of their duties, and in the flexibility required to respond to emergent challenges and opportunities, in accomplishment of the evolving work of the theatre and its training programs. PCPA expects a strong commitment to the mission of the theatre in service to task, colleague, company and community.

### Roles and Responsibilities:

- Update Content calendar and develop content for all pre-planned and real-time social media content across a range of campaigns for PCPA's social channels (such as Facebook, Twitter, Instagram, YouTube, and more as we grow) in accordance with the Marketing department's content strategy.
- Create and lead social media campaigns that market PCPA's productions, and advance the company's artistic identity, mission and initiatives beyond the stage – including, but not limited to, those efforts that focus on the organization's sales, engagement, and outreach programs.
- Monitor and maintain all social media accounts and third-party review sites daily and alert appropriate staff to any customer service issues or other potential sensitivities.
- Ensure all social media communications are on-brand and consistent, in terms of quality, creativity, style and tone.
- Attend on- and off-site PCPA events (rehearsals, influencer events, community activities, opening nights, etc.) to provide real-time social coverage.
- Establish workflows for requesting, creating, editing, and publishing social media content and communications (including real-time implementations).
- Constantly expand creative boundaries, in order to generate fresh content, while adhering to social media and digital best practices.
- Conduct competitive audits to gauge social media effectiveness as a part of the ongoing patron conversation. Gather data, interpret analytics, and make recommendations based on the results.

- As needed, and with approval of the Marketing Director, create social media graphics and/or video content.
- Monitor social media traffic and trends through PCPA's web-based Analytics accounts and report out findings, as necessary.
- Work with PCPA's Communications Director in relation to keeping PCPA's app up to date and interactive.
- Other duties as they arise. PCPA, and the evolving field of social media and digital communication, provides and requires a dynamic working environment, in which duties and responsibilities may change. Flexibility and responsiveness to changes in the scope of duties, through consultation and agreement, are expected in this position.

**Qualifications:**

- Proven working experience in social media-related position.
- Familiarity with graphic design programs such as Adobe Photoshop.
- Demonstrable social networking experience and social analytics tools knowledge (such as Google Analytics and Tag Manager).
- Knowledge of online marketing and of major marketing channels.
- Exceptional oral and written communication skills.
- Ability to work effectively in a real-time medium.
- Strong command of speaking, writing, grammar, spelling, proofreading skills, etc. and ability to adhere to in-house style guides, and close attention to detail.
- Extraordinary organizational skills, capacity to follow through on projects, and work under pressure.
- Capability to handle a variety of day-to-day tasks concurrently.
- Ability to interact positively and effectively with diverse groups of people - employees at all levels within the organization, as well as with the media, artists, vendors and the public.
- Ability to maintain confidentiality.
- Ability to work evening and weekends as needed.
  
- Bachelor's Degree preferred with a major in communications, journalism or marketing.
- 1-2 years' experience in the field.
- Background or knowledge of theatre arts preferred.

**Special Qualifications:**

- Evidence of sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of staff and students, and to staff and students with disabilities.

**Other Requirements:**

- Possess a valid California license to drive.

**Work Conditions:**

- Ability to work long hours and work with a flexible schedule.
- Must be willing to travel and work at various sites.

**Physical Demands:**

- This person needs to move about an office and building to access files, other offices, and parts of a theatrical building.